



Amendments to the Specification

1. Please replace the paragraph beginning at page 2, line 29, with the following rewritten paragraph:

Unfortunately, few advertisers understand how to create a good list of search terms, and right now there are only limited tools to help them. The typical state of the art is the Search Term Suggestion Tool (STST) provided by Overture Services, Inc., located on the Internet at an internal page of overture.com <http://inventory.overture.com>. STST provides suggestions based on string matching. Given a word, STST returns a sorted list of all the search terms that contain that word. This list is sorted by how often users have searched for the terms in the past month. In the seafood example, if the advertiser enters the word “fish”, his results will include terms like “fresh fish,” “fish market,” “tropical fish,” and “fish bait,” but not words like “tuna” or “halibut” because they do not contain the string “fish.” To create his initial list of search terms, a new advertiser will often enter a few words into STST and then bid on all of the terms that it returns.

2. Please replace the paragraph beginning at page 3, line 22, with the following rewritten paragraph:

An improved version of STST is the GoTo Super Term Finder (STF) which may be found at an internal web page of idealab.com, users.idealab.com/~charlie/advertisers/start.html <http://users.idealab.com/~charlie/advertisers/start.html>. This tool keeps track of two lists: an accept list of good words for an advertiser’s site, and a reject list of bad words or words that have no relation to the advertiser’s site or its content. STF displays a sorted list of all the search terms that contain a word in the first list, but not in the second list. As with STST, the result list is sorted by how often users have searched for the terms in the past month. In the seafood example, if the accept list contains the words “fish,” and the reject list contains the word “bait,” then the

output will display terms like “fresh fish” and “tropical fish” but not “fish bait.” An advertiser can use this output to refine his accept and reject lists in an iterative process.

3. Please replace the paragraph beginning at page 4, line 16, with the following rewritten paragraph:

A system that finds semantically related terms is Wordtracker, which may be found at [wordtracker.com](http://www.wordtracker.com) <http://www.wordtracker.com>. Given a search term, Wordtracker recommends new terms in two ways. First, Wordtracker recommends words by looking them up in a thesaurus. Second, Wordtracker recommends words by searching for them using an algorithm called *lateral search*. Lateral search runs the original search term through two popular web search engines. It then downloads the top 200 web page results, extracts all the terms from the KEYWORD and DESCRIPTION meta tags for the pages and returns a list sorted by how frequently each term appears in these tags.

4. Please replace the paragraph beginning at page 9, line 30, with the following rewritten paragraph:

The second server type contemplated is a search engine web server 24. A search engine program permits network users, upon navigating to the search engine web server URL or sites on other web servers capable of submitting queries to the search engine web server 24 through their browser program 16, to type keyword queries to identify pages of interest among the millions of pages available on the World Wide Web. In a preferred embodiment of the present invention, the search engine web server 24 generates a search result list that includes, at least in part, relevant entries obtained from and formatted by the results of the bidding process conducted by the account management server 22. The search engine web server 24 generates a list of hypertext links to documents that contain information relevant to search terms entered by the user at the client computer 12. The search engine web server transmits this list, in the form of a web page, to the network user, where it is displayed on the browser 16 running on the client computer 12. A presently preferred embodiment of the search engine web server may be found

Application no. 10/020,712

Amendment dated: November 21, 2005

Reply to office action dated: August 24, 2005

by navigating to the web page at URL goto.com <http://www.goto.com/>. In addition, the search result list web page, an example of which is presented in FIG. 7, will be discussed below in further detail.

5. Please replace the paragraph beginning at page 33, line 28, with the following rewritten paragraph:

Spidering is a simple technology for downloading a web site rooted at a uniform resource locator (URL). A program downloads the home page given by the URL, then scans it for hyperlinks to other pages and downloads them. The spidering process continues until the program reaches a predefined link depth, downloads a predetermined number of pages, or reaches some other stopping criterion. The order in which pages are downloaded can be either breadth-first or depth-first. In breadth-first spidering, the program adds new URL's to the end of its list of pages to download; in depth-first spidering, it adds them to the beginning. These algorithms are straightforward and well known to engineers skilled in the state of the art. Further information about these techniques may be found by consulting Cho, Molina, and Page, "Efficient Crawling through URL Ordering", available from ResearchIndex, <http://citeseer.nj.nec.com> on the Internet at citeseer.nj.nec.com or Nilsson, *Principles of Artificial Intelligence*, ISBN 0934613109.

6. Please replace the paragraph beginning at page 37, line 9, with the following rewritten paragraph:

These formulas provide a straightforward technique for calculating ratings based on similarity. There are many similar formulas and variations. For example, when making predictions it is usually better not to take a weighted average over all advertisers, but just over the 10-20 most highly correlated ones. There are also techniques for improving the efficiency of the calculations, or for doing collaborative filtering without using correlations or distance metrics. These variations are readily found in the literature on collaborative

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filtering, and the current embodiments are not constrained to any one of them. More details on the advantages and disadvantages of different collaborative filtering algorithms can be found at the GroupLens web site at www.cs.umn.edu/Research/GroupLens
<http://www.cs.umn.edu/Research/GroupLens>.